



## THE CITY OF SAN DIEGO

### CORPORATE PARTNERSHIP PROGRAM REQUEST FOR SPONSORSHIP SERVICES

#### Introduction

In June 1999, the Mayor and City Council adopted a Strategic Marketing Plan that established the Corporate Partnership Program (CPP) as a framework to develop resources for the City through partnerships with the corporate community. In March 2000, the Mayor and City Council adopted a Marketing Partnership Policy (Council Policy 000-40) to provide guidelines for developing and managing municipal marketing partnerships to ensure that all marketing partnerships support the City of San Diego's goals of service to the community; and remain responsive to the public's needs and values.

The CPP is a fully-functioning program that has been approved and supported by the Mayor and the City Council. The CPP has received extensive media coverage for its successes in developing innovative partnerships that have helped fund general city services, and new programs.

The CPP has been recognized as one of the most successful and comprehensive municipal marketing partnership programs in the country. In addition to developing corporate partnerships, the CPP is responsible for managing and administering partnership agreements; coordinating, supporting and serving as a resource to all City departments, programs and projects engaged in corporate partnership activities.

This Request for Sponsorship Services is being issued in order to solicit competition for a Sponsorship Consultant and/or Agency to work with the Corporate Partnership Program and intended to develop community and program-based partnerships.

#### Scope of Services

The City of San Diego is seeking the services of a Sponsorship Consultant and/or Agency to assist the City's Strategic Partnership Director in generating revenue for the City's General Fund – **specifically through Community/Program partnerships**. These partnerships are typically non-exclusive business partnerships, focusing on specific city-funded programs and/or facilities.

Potential examples of Community/Program Partnerships include partnerships that benefit or facilitate the following: Learn to Swim, Dog Parks, Park Improvements & Maintenance, Library Literacy Programs, Storm Water Pollution Prevention Outreach Program, Recycling/Trash programs, Water Conservation, Energy Solutions, etc.

Community/Program Partnerships are typically one to two year programs, have potential for renewal and are expected to generate approximately \$25,000 to \$100,000 annually, per program. The Director of Strategic Partnerships is focused on generating higher revenue and programs through strategic, multi-year partnerships. Furthermore, the Director of Strategic Partnerships is looking for a Sponsorship Consultant and/or Agency to focus on generating funding specifically for programs or services used by City of San Diego residents, and funded by the City's General Fund.

The scope of services include the following:

- Proposer shall identify opportunities for Community/Program partnerships for CPP Director's approval.
- Proposer shall present prospect list to the CPP Director for approval, prior to solicitation.
- Proposal to pursue Community/Program partnerships, with direction by the CPP Director.
- Proposer shall assist in management of fulfillment obligations for Community/Program marketing partnership agreements.

## Compensation

The City of San Diego is willing to entertain a variety of commission structures, but is **most interested** in a financial arrangement that will use *minimal or no tax dollars* for this effort. Some examples of possible commission structures are listed below:

- **NO RETAINER/HIGHER COMMISSION:** The City would pay the Sponsorship Consultant and/or Agency a transaction fee based on the value of each new marketing agreement, which is developed and finalized by the Sponsorship Consultant and/or Agency, and approved and executed by the City. A lower percentage would be used for renewals of existing programs that are developed and finalized by the Sponsorship Consultant and/or Agency, and approved and executed by the City. Transaction fees for multi-year marketing agreements (including renewals) would be limited to the first three years of the agreement; no transactions fees would be paid after the third year of a multi-year agreement.
- **DRAW AGAINST COMMISSION:** The City would pay the Sponsorship Consultant and/or Agency a monthly draw against commission for the first six months of the marketing consultant agreement. The amount drawn would be deducted from future transaction fees earned by the Sponsorship Consultant. The City would pay the Sponsorship Consultant and/or Agency a transaction fee of the value of each new marketing agreement that is developed and finalized by the Sponsorship Consultant and/or Agency, and approved and executed by the City. The City would pay a lower percentage on renewals that are developed and finalized by the Sponsorship Consultant and/or Agency, and approved and executed by the City. Transaction fees for multi-year marketing agreements (including renewals) would be limited to the first three years of the agreement; no transactions fees would be paid after the third year of a multi-year agreement.

## **Term**

The term of this agreement will not exceed two years and will be a one year contract with a one year option to renew.

## **Submission of Proposals**

Interested consultants or agencies must submit a Statement of Interest including the following:

- 1) Information demonstrating that the Sponsorship Consultant and/or Agency is qualified and capable of securing cause-marketing sponsors and/or public sector partnerships that will generate funds, products or services to offset the City's General Fund.
- 2) Information describing similar consulting services contracts to other organizations and/or public agencies that are relevant to the City of San Diego Community/Program partnerships.
- 3) Complete references using Attachment A for similar projects successfully completed by Sponsorship Consultant and/or Agency, beginning no earlier than 2009 to present day.
- 4) A proposed compensation structure and amounts.

Statements of Interest must be submitted by email or hard copy by **3:00 pm on Monday, April 30, 2012** to:

Natasha Collura  
City of San Diego  
Director of Corporate Partnerships  
202 C Street MS9A  
San Diego, CA 92101  
[ncollura@sandiego.gov](mailto:ncollura@sandiego.gov)

Statements of Interest must adequately address items 1-4 listed under Submission of Proposals in order to be considered for this contract. Please contact Corporate Partnerships at 619.236.7002 to confirm receipt of your statement.

## **Statement of Interest Evaluation**

Upon completion of the City's evaluation of the submitted Statements of Interest, the City will request interviews and presentations from qualified Sponsorship and/or Agencies. The City will, in its sole discretion, choose the consultant or agency it determines will best meet the City's objectives.

## **Contact**

Questions should be directed to Natasha Collura, Director of Strategic Partnerships at 619.236.7002 or at [ncollura@sandiego.gov](mailto:ncollura@sandiego.gov).

## COMPANY REFERENCE/CLIENT PROFILE INFORMATION

Submit a completed client profile information sheet for each company to reference. Provide a minimum of 3 references.

1. Client name: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. City, State, Zip Code: \_\_\_\_\_
4. Project Manager: \_\_\_\_\_
5. Phone: \_\_\_\_\_
6. Email: \_\_\_\_\_
7. Number of Employees in Client Organization: \_\_\_\_\_
8. Project Scope of Services/Goals: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
9. Contract Award Date: \_\_\_\_\_ Completion Date: \_\_\_\_\_
10. Initial Contract Amount: \$ \_\_\_\_\_ Final Contract Amount: \$ \_\_\_\_\_
11. Describe how the client's goals were met. What was the outcome of the project? Include revenue estimates for client organization, results realized by the advertisers/sponsors, indicators of client satisfaction, awards, press reports, etc. Attach additional pages, as necessary.  
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12. Discuss significant obstacles to providing the required municipal marketing services. Were these obstacles overcome? If yes, how were they overcome?  
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13. Is the client still utilizing these marketing broker services?  
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14. What was the cost/financing structure of the contract?  
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